



THE PEW RESEARCH CENTER
For The People & The Press

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Compared to '92, '96, '00

SWING VOTE SMALLER THAN USUAL, BUT STILL SIZABLE

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Compared to '92, '96, '00

SWING VOTE SMALLER THAN USUAL, BUT STILL SIZABLE

There are considerably fewer swing voters now than at this point in the previous three presidential campaigns. But the swing vote, while smaller in relative terms, is still substantial and certainly large enough for a presidential candidate to win a big victory. Pew's most recent survey, conducted June 3-13, finds 21% of registered voters either undecided or, having expressed a preference, saying there is a chance they might change their mind.

That is about the same percentage that was still weighing its options at the *end* of the last presidential campaign. At this point four years ago, fully 32% of voters were not yet committed. In July 1996, the last election in which an incumbent president stood for reelection, 27% were open to persuasion; in May 1992, the comparable number was 31%.

More Certainty Than In Previous Elections				
	May 1992	July 1996	June 2000	June 2004
<i>Registered voters</i>	%	%	%	%
Certain Republican	35	34	35	40
Certain Democratic	34	39	33	39
Swing voters	<u>31</u>	<u>27</u>	<u>32</u>	<u>21</u>
	100	100	100	100

"Certain" voters are those who support a candidate and say they have "definitely decided" NOT to vote for the opponent.

Within the swing group, 8% lean to Bush, 7% to Kerry, and 6% refused to lean to either candidate. The number of voters not yet solidly aligned behind Bush or Kerry has declined since February, when 29% were still not certain. In the current survey, committed voters are evenly divided between George Bush and John Kerry (40% Bush, 39% Kerry).

An analysis by the Pew Research Center for the People and the Press finds that swing voters come from almost all demographic categories. But they are distinguished from committed voters by their political moderation and by the fact that they have favorable opinions of both Bush and Kerry. A solid majority of swing voters (56%) have a favorable view of Bush, while a comparable number (53%) has a positive opinion of Kerry. Roughly a third (34%) hold a positive view of *both* candidates, compared with only 7% of committed voters.

Number of Swing Voters Dropping				
	Feb	Mar	May	June
<i>Registered voters</i>	%	%	%	%
Certain Bush	33	34	36	40
Certain Kerry	38	40	42	39
Swing voters	29	26	22	21
Favor Bush	13	11	9	8
Favor Kerry	10	9	8	7
Pure undecided	<u>6</u>	<u>6</u>	<u>5</u>	<u>6</u>
	100	100	100	100

February figures based on 1,898 registered voters in two surveys conducted 2/11-16 and 2/24-29. March figures based on 2,474 registered voters in two surveys conducted 3/17-21 and 3/22-28. May figures from 5/3-9 (N=1,465). June figures from 6/3-13 (N=1,426).

It is too early in the campaign to be able to identify likely voters with great precision. But the swing group makes up a somewhat smaller percentage of likely voters (17%) than it does of the overall electorate (21%). At this stage in the 2000 campaign, swing voters constituted roughly a quarter of likely voters (26%).

The presidential candidates are increasingly targeting uncommitted voters living in so-called battleground states – those that have been closely contested in recent elections or where neither candidate appears to have a safe lead this year.¹ In these states, 22% of voters are uncommitted, about the same level as nationally. This small group of potentially pivotal voters currently constitutes just 9% of the overall electorate.

Swing Voters Not Negative about the Candidates	
	%
Favorable to both	34
Unfavorable to Both	13
Fav. Bush not Kerry	22
Fav. Kerry not Bush	19
Other	<u>12</u>
	100
Swing voters in June, 2004 (N=288)	

Who Are the Swing Voters?

The profile of the uncommitted yields few clues about how they might break on Election Day. They are somewhat less engaged in the campaign: Only about one-in-five swing voters (21%) say they have closely followed news about the campaign. That compares with 38% of Kerry voters and 32% of Bush voters. In addition, fewer swing voters say they have given a lot of thought to the campaign – just 40% have thought a lot about the election, compared with 60% of Bush voters and 67% of Kerry voters.

Roughly half of swing voters (47%) approve of Bush’s overall job performance, which is comparable to Bush’s rating among certain voters (48%). Majorities in both groups give Bush positive marks on handling terrorism (57% each). But swing voters are somewhat less likely than other registered voters to approve of Bush’s management of the economy and his handling of the war in Iraq.

	Bush and Swing Voters			
	Swing Voters	--Certain Voters-- All	Kerry	Bush
<i>Job approval</i>	%	%	%	%
Approve	47	48	4	92
Disapprove	34	47	90	4
Don't know	<u>19</u>	<u>5</u>	<u>6</u>	<u>4</u>
	100	100	100	100
<i>Handling economy</i>				
Approve	36	45	5	84
Disapprove	48	51	92	11
Don't know	<u>16</u>	<u>4</u>	<u>3</u>	<u>5</u>
	100	100	100	100
<i>Handling Iraq</i>				
Approve	34	45	3	87
Disapprove	48	51	93	10
Don't know	<u>18</u>	<u>4</u>	<u>4</u>	<u>3</u>
	100	100	100	100
<i>Handling terrorism</i>				
Approve	57	57	23	90
Disapprove	29	36	69	5
Don't know	<u>14</u>	<u>7</u>	<u>8</u>	<u>5</u>
	100	100	100	100
Based on data from June, 2004.				

¹ States considered “battleground” in this analysis are: AZ, AR, FL, IA, LA, ME, MI, MN, MO, NV, NH, NM, OH, OR, PA, TN, WA, WV, WI.

Uncommitted voters tend to be more moderate in their political outlook than those who have settled on a candidate. In June, 49% described themselves as moderates, compared with 33% of committed voters. Similarly, 45% decline to identify with a party (including 38% who say they are independent), compared with just 26% among the committed. In the current survey, the swing vote group includes more Democrats than Republicans (36% vs. 18%), but that balance has fluctuated greatly over the past few months, as might be expected with voters who do not have strong political preferences.

Swing voters are not especially different from the overall electorate demographically. More are Catholic and fewer are white evangelicals, but otherwise they are not distinctive.

Moreover, swing voters express almost precisely the same issue priorities as voters who say they have already made up their minds. Among swing voters, 32% pick the economy as the most important issue for the candidates to discuss; 31% of those certain of their choice say the same. Similarly, 22% of swing voters want to hear about Iraq, but so too do 21% of the committed voters.

Swing Voters Have No Standout Issue		
<i>Most important issue for campaign</i>	Swing voters %	Certain voters %
Economy	32	31
Iraq situation/War	22	21
Terrorism/Security	6	8
Health care	7	5
Gas prices/Energy	7	4
Jobs/Unemployment	3	6

Based on data from June, 2004.

Partisans Locked In

Not surprisingly, ideologically-motivated partisans are solidly behind their respective candidates – even more so than they were four years ago. Just 6% of conservative Republicans today are considered swing voters, compared with 14% at this same time in the 2000 campaign. By comparison, a higher proportion of liberal Democrats are open to persuasion (17%), but that is down six points since June 2000.

	Conserv <u>Reps</u>	Mod/Lib <u>Reps</u>	Indep- <u>endents</u>	Cons/Mod <u>Dems</u>	Liberal <u>Dems</u>
<i>June 2000</i>	%	%	%	%	%
Certain Bush	83	59	30	10	4
Certain Gore	3	11	25	60	73
Swing	<u>14</u>	<u>30</u>	<u>45</u>	<u>30</u>	<u>23</u>
	100	100	100	100	100
<i>June 2004</i>					
Certain Bush	92	61	35	8	2
Certain Kerry	2	13	37	69	81
Swing	<u>6</u>	<u>26</u>	<u>28</u>	<u>23</u>	<u>17</u>
	100	100	100	100	100
<i>Change in Swing</i>	-8	-4	-17	-7	-6

Independents are divided on the choice between Bush and Kerry, and significant numbers of independents are still uncommitted. Yet they also are far more decided, as

a group, than in 2000. Four years ago, nearly half of independents (45%) were undecided or said they might change their minds; today, fewer than three-in-ten (28%) say this – a drop of 17 percentage points. Indeed, there are nearly as many swing voters among moderate and liberal Republicans as among independents.

Battleground States

The battleground states in this year’s election, while obviously very competitive, do not have a disproportionately high percentage of swing voters. Just 22% of voters in battleground states are undecided or still considering the other candidate. This is comparable to the number of swing voters in the firm Democratic (22%) and Republican states (18%).

	<u>Rep</u> <u>states</u> %	<u>Dem</u> <u>states</u> %	<u>Battle-</u> <u>ground</u> %
Certain Bush	47	31	42
Certain Kerry	35	47	36
Swing Voter	<u>18</u>	<u>22</u>	<u>22</u>
	100	100	100

Based on registered voters in June, 2004.

The closely contested presidential race in battleground states (42% say they are certain to support Bush, 36% Kerry) is reflected in other evaluations as well. Battleground states are equally split with respect to the president’s performance – 46% in those states approve while 44% disapprove. And this division is similar across most individual states within the battleground as well.

Of the major battleground states, people in Florida and Arizona are the most favorable in their evaluations of the president (49% approve), while those in Michigan and Ohio are the most critical (42% and 41% approve, respectively), but no major battleground state is as supportive of the president as are residents of the red states, and none are as critical as residents of the blue states.

	<u>App-</u> <u>rove</u> %	<u>Dis-</u> <u>approve</u> %	<u>DK</u> %	<u>N</u>
Republican States	51	40	9=100	(2555)
Democratic States	39	51	10=100	(2401)
Battleground States	46	44	10=100	(3440)
<i>Florida</i>	49	41	10=100	(460)
<i>Arizona</i>	49	43	8=100	(149)
<i>Missouri</i>	47	44	9=100	(212)
<i>Pennsylvania</i>	47	45	8=100	(414)
<i>Washington</i>	46	43	11=100	(222)
<i>Minnesota</i>	45	44	11=100	(174)
<i>Wisconsin</i>	42	44	14=100	(198)
<i>Michigan</i>	42	47	11=100	(283)
<i>Ohio</i>	41	46	13=100	(377)

Based on combined data from surveys conducted among 8,396 adults from April through June, 2004.

Similarly, residents of the major battleground states fall squarely between their counterparts in red and blue America with respect to the war in Iraq. A slim majority (54%) says the war was the right decision, four percent fewer than in the red states, and five percent more than in the blue states. And again,

there is little variation across states within the battleground.

Contested Constituencies

Bush and Kerry are running neck-and-neck in the overall horse race, and many groups are as closely contested as they were in 2000. Notably, *independents* divide almost evenly (47% Kerry, 45% Bush), as do *high school graduates*, *middle-income voters*, and *women age 30-64*.

White Catholics also continue to be a contested constituency – they divided almost evenly between Bush and Gore in 2000, and are split between Kerry (48%) and Bush (47%) today. But Kerry has closed the gap among the most observant Catholics. Four years ago, Bush won by a wide margin among white Catholics who attend church at least weekly (59%-39%). Today, these more observant Catholics are divided evenly (47% each), as are their less-committed counterparts.

Hispanic voters lean toward Kerry (53% vs. 41%), but Bush is doing better in this key group than in 2000 when Gore won the Hispanic vote by a wide margin (62%-35%). However, the president has made no inroads among African Americans, who favor Kerry by a 86% to 6% margin. Whites overall lean Republican by a 53% to 42% margin, virtually identical to the VNS exit poll in 2000.

While the exit poll showed few differences among age groups, both younger and older groups are leaning slightly toward Kerry today. In particular, voters under age 30 currently favor Kerry by a 56% to 41% margin. Gore won this group by a slim 48% to 46% margin four years ago.

	May-June RVs*			N
	Bush %	Kerry %	Oth/DK %	
TOTAL	47	48	5=100	2891
Gender				
Male	50	46	4=100	1371
Female	44	50	6=100	1520
Race/Ethnicity				
White	53	42	5=100	2398
Black	6	86	8=100	287
Hispanic**	41	53	6=100	310
Age				
18-29	41	56	3=100	377
30-49	50	44	6=100	1118
50-64	50	45	5=100	800
65+	40	53	7=100	566
Education				
Less than HS	33	57	10=100	166
HS Graduate	47	47	6=100	866
Some college	52	44	4=100	710
College grad	50	46	4=100	700
Post graduate	42	54	4=100	435
Income				
<\$20,000	34	60	6=100	325
\$20-\$30,000	32	63	5=100	307
\$30-\$50,000	49	47	4=100	629
\$50-\$75,000	56	41	3=100	494
\$75-\$100,000	55	40	5=100	303
\$100,000 +	52	47	1=100	415
Party ID				
Republican	91	8	1=100	925
Democrat	10	86	4=100	997
Independent	45	47	8=100	827
Ideology				
Conservative	71	25	4=100	1124
Moderate	39	55	6=100	1113
Liberal	15	80	5=100	555
Race/Religion				
White Protestant	62	34	4=100	1324
Attend weekly	68	28	4=100	659
Less often	56	39	5=100	656
White Catholic	47	48	5=100	512
Attend weekly	47	47	6=100	264
Less often	48	48	4=100	279
Secular	29	67	4=100	298

*Based on combined data from surveys conducted among 2,891 registered voters in May and June, 2004.
 **Because of small sample sizes, the Hispanic figures reported here are based on all surveys conducted from March through June of 2004, instead of May through June.

Bush runs considerably stronger among people age 30-64 than he does among those younger and older, and this is the case among both men and women. There is only a modest gender gap overall at this stage of the election – men are 6% more supportive of Bush than are women. This gap is greatest among younger voters. Bush runs about even with Kerry among men under age 30 (47% vs. 51%, respectively), while young women are strongly behind Kerry (by a 61% to 36% margin). Women between 30 and 64 are divided almost evenly between the candidates. Men and women age 65 and older lean toward Kerry, with virtually no difference between them.

	<i>--Men--</i>		<i>--Women--</i>		<i>Gender Gap*</i>
	<u>Bush</u>	<u>Kerry</u>	<u>Bush</u>	<u>Kerry</u>	
	%	%	%	%	
Total	50	46	44	50	+6
18-29	47	51	36	61	+11
30-49	55	41	46	47	+9
50-64	51	45	49	46	+2
65+	40	54	40	52	0

* Difference in support for Bush.
Based on combined data from surveys conducted among 2,891 registered voters in May and June, 2004.

Religion Gap Narrowing

There are some signs that the linkage between religiosity and politics may have weakened slightly from 2000. While most people who attend church weekly continue to back Bush, and most who seldom or never attend support Kerry, the gap between these two groups has become smaller. In the 2000 exit polls, Bush beat Gore among regular church attenders by 20 points (59% to 39%). Today, people who attend at least once a week still favor Bush, but by only a 10-point margin (52% to 42%).

At the other end of the spectrum a similar pattern is evident. In the last election, Gore held a 61% to 32% lead among voters who seldom or never attended church. Kerry has a smaller advantage among this group (56% to 38%).

	<i>Nov 2000</i>		<i>May-June</i>		<i>Change*</i>
	<i>Exit Polls</i>		<i>2004</i>		
	<u>Bush</u>	<u>Gore</u>	<u>Bush</u>	<u>Kerry</u>	
	%	%	%	%	
Every week	59	39	52	42	-7
Occasionally	44	53	45	51	-1
Seldom/Never	32	61	38	56	+6

* Difference in support for Bush.
Based on combined data from surveys conducted among 2,891 registered voters in May and June, 2004.

SIZE OF THE SWING VOTE*
1992-2004

	-----May 1992-----			----July 1996----			-----June 2000---			----June 2004---			<i>Change in Swing '00-'04</i>
	Cert. Bush %	Cert. Clinton %	Swing %	Cert. Dole %	Cert. Clinton %	Swing %	Cert. Bush %	Cert. Gore %	Swing %	Cert. Bush %	Cert. Kerry %	Swing %	
Total	35	34	31	34	39	27	35	33	32	40	39	21	-11
Sex													
Male	36	36	28	38	34	28	40	29	31	41	40	19	-12
Female	34	33	33	32	43	25	30	37	33	39	38	23	-10
Race													
White	38	31	31	39	34	27	39	28	33	47	33	20	-13
Non-white	14	60	26	6	71	23	13	58	29	10	67	23	-6
Black	8	67	25	2	77	21	4	70	26	4	79	17	-9
Hispanic**	44	32	24	23	56	21	29	43	28	33	39	28	0
Race and Sex													
White Men	40	33	27	42	30	28	44	25	31	47	35	18	-13
White Women	37	28	35	37	37	26	34	31	35	46	32	22	-13
Age													
Under 30	40	24	36	27	40	33	37	29	34	36	42	22	-12
30-49	34	36	30	36	38	26	33	32	35	42	36	22	-13
50-64	32	42	26	34	40	26	36	34	30	43	38	19	-11
65+	35	37	28	38	43	19	35	37	28	36	44	20	-8
Sex and Age													
Men under 50	38	33	29	37	34	29	39	27	34	42	38	20	-14
Women under 50	34	30	36	29	43	28	30	35	35	38	38	24	-11
Men 50+	32	42	26	39	35	26	41	31	28	39	43	18	-10
Women 50+	35	36	29	34	46	20	30	40	30	41	38	21	-9
Education													
College Grad.	39	32	29	37	35	28	35	35	30	41	40	19	-11
Some College	34	30	36	29	40	31	39	28	33	43	36	21	-12
High School Grad.	35	35	30	34	40	26	36	31	33	40	37	23	-10
< H.S. Grad.	28	43	29	39	43	18	22	48	30	27	53	20	-10
Family Income													
\$75,000+	--	--	--	33	33	34	44	31	25	45	33	22	-3
\$50,000-\$74,999	--	--	--	40	35	25	39	27	34	45	34	21	-13
\$30,000-\$49,999	--	--	--	38	35	27	36	32	32	45	40	15	-17
\$20,000-\$29,999	--	--	--	36	45	19	28	44	28	24	52	24	-4
<\$20,000	--	--	--	24	51	25	24	40	36	32	49	19	-17

* "Certain" voters are those who support a candidate and say they "definitely decided" NOT to vote for the opponent. "Swing" voters are those who are undecided or those who support a candidate but say "there is a chance" they might change their minds.

** The designation Hispanic is unrelated to the white-black categorization.

Question: Suppose there were only two major candidates for President and you had to choose between ____ (the Democrat) and ____ (the Republican), who would you vote for?
Do you think there is a chance that you might vote for ____ in November, or have you definitely decided not to vote for him?

Continued on next page...

	-----May 1992-----			----July 1996----			----June 2000---			-----June 2004---			<i>Change in Swing '00-'04</i>
	Cert. Bush %	Cert. Clinton %	Swing %	Cert. Dole %	Cert. Clinton %	Swing %	Cert. Bush %	Cert. Gore %	Swing %	Cert. Bush %	Cert. Kerry %	Swing %	
Total	35	34	31	34	39	27	35	33	32	40	39	21	-11
Region													
East	37	36	27	30	39	31	31	33	36	30	46	24	-12
Midwest	30	38	32	31	41	28	35	33	32	39	38	23	-9
South	38	32	30	38	37	25	37	34	29	47	34	19	-10
West	36	30	34	37	40	23	36	30	34	39	41	20	-14
Religious Affiliation													
Total White Protestant	45	26	29	46	30	24	46	24	30	53	27	20	-10
- Evangelical	--	--	--	54	26	20	57	19	24	61	22	17	-7
- Non-Evangelical	--	--	--	37	35	28	35	30	35	44	33	23	-12
White Catholic	28	35	37	30	38	32	32	30	38	41	37	22	-16
Secular	18	44	38	20	49	31	30	36	34	25	60	15	-19
Community Size													
Large City	--	--	--	20	58	22	25	43	32	32	49	19	-13
Suburb	--	--	--	38	36	26	35	36	29	40	38	22	-7
Small City/Town	--	--	--	36	36	28	37	28	35	40	37	23	-12
Rural Area	--	--	--	40	31	29	40	28	32	48	34	18	-14
Party ID													
Republican	73	3	24	72	7	21	74	6	20	83	5	12	-8
Democrat	11	67	22	4	80	16	8	64	28	6	73	21	-7
Independent	32	26	42	27	32	41	30	25	45	35	37	28	-17
Party and Ideology													
Conservative Republican	--	--	--	--	--	--	83	3	14	92	2	6	-8
Moderate/Liberal Rep.	--	--	--	--	--	--	59	11	30	61	13	26	-4
Conservative/Mod. Dem.	--	--	--	--	--	--	10	60	30	8	69	23	-7
Liberal Democrat	--	--	--	--	--	--	4	73	23	2	81	17	-6
Marital Status													
Married	37	34	29	40	33	27	41	27	32	47	33	20	-12
Not Married	33	35	32	25	49	26	27	41	32	31	46	23	-9
Labor Union													
Union Household	24	48	28	27	42	31	27	40	33	24	53	23	-10
Non-Union Household	37	31	32	36	38	26	36	32	32	44	36	20	-12

ABOUT THE SURVEYS

This report is based on the results of several surveys conducted by the Pew Research Center. These include the following:

- The June 2004 Voter Attitudes survey, based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,806 adults, 18 years of age or older, during the period June 3-13, 2004. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. For results based on registered voters (N=1,426), the sampling error is plus or minus 3.0 percentage points.
- Combined samples of June 2004 and May 2004 surveys. The May 2004 survey is based on telephone interviews conducted under the direction of Princeton Survey Research Associates International among a nationwide sample of 1,800 adults, 18 years of age or older, during the period May 3-9, 2004. The combined sample totals 3,606 total adults, including 2,891 registered voters. Sampling error for registered voters in the combined May-June surveys is plus or minus 2.0 percentage points.
- Analysis of public opinion in battleground states is based on the May and June surveys and three surveys conducted in April and May 2004. Total sample size for these five surveys is 8,396. The total number of registered voters is 5,792.
- Comparisons are also made to voter surveys conducted in May 1992 (N=1,065 registered voters, margin of error 3.5%), July 1996 (N=928 registered voters, margin of error 4.0%), and June 2000 (N=1,509 registered voters, margin of error 3.0%).

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 2004 VOTER ATTITUDES SURVEY
FINAL TOPLINE
June 3-13, 2004
N=1806

Q.1 Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH: Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]**

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
June, 2004	48	43	9=100
May, 2004	44	48	8=100
Late April, 2004	48	43	9=100
Early April, 2004	43	47	10=100
Late March, 2004	47	44	9=100
Mid-March, 2004	46	47	7=100
February, 2004	48	44	8=100
Mid-January, 2004	56	34	10=100
Early January, 2004	58	35	7=100

More specifically...

Q.2 Do you approve or disapprove of the way George W. Bush is handling **[INSERT ITEM, RANDOMIZE]**

	<u>Approve</u>	<u>Disapprove</u>	<u>DK/Ref.</u>
a. The economy	43	50	7=100
b. The situation in Iraq	42	51	7=100
c. Terrorist threats	56	35	9=100

ASK ALL:

Q.7 Suppose there were only two major candidates for president and you had to choose between George W. Bush, the Republican and John Kerry, the Democrat **[ROTATE]**. Who would you vote for?

IF OTHER OR DK (3,9 IN Q.7) ASK:

Q.7a As of TODAY, do you LEAN more to **[READ, ROTATE IN SAME ORDER AS Q.7]**?

BASED ON REGISTERED VOTERS [N=1426]:

	<u>Bush/ Lean Bush</u>	<u>Kerry/ Lean Kerry</u>	<u>Other/ DK</u>
June, 2004	48	46	6=100
May, 2004	45	50	5=100
Late March, 2004	46	47	7=100
Mid-March, 2004	43	52	5=100
Late February, 2004	44	48	8=100
Early February, 2004	47	47	6=100
Early January, 2004	52	41	7=100
October, 2003	50	42	8=100
Selected Trends: June, 2000	45 <i>Bush</i>	46 <i>Gore</i>	9=100
July, 1996	42 <i>Dole</i>	53 <i>Clinton</i>	5=100
May, 1992	46 <i>Bush, Sr.</i>	43 <i>Clinton</i>	11=100
May, 1988	40 <i>Bush, Sr.</i>	53 <i>Dukakis</i>	7=100

THOSE WHO DID NOT CHOOSE KERRY IN Q.7/7a, ASK:

Q.10 Do you think there is a chance that you might vote for John Kerry in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=1426]:

	<u>Chance might vote for Kerry</u>	<u>Decided not to vote for Kerry</u>	<u>Don't know/ Refused</u>
June, 2004	10	41	3=54%
May, 2004	11	35	4=50%
Late March, 2004	13	37	3=53%
Mid-March, 2004	13	32	3=48%
Late February, 2004	13	36	3=52%
Early February, 2004	15	33	5=53%
Gore: November, 2000	8	41	6=55%
Gore: Late October, 2000	9	44	4=57%
Gore: Mid-October, 2000	10	40	5=55%
Gore: Early October, 2000	11	38	7=56%
Gore: September, 2000	13	35	5=53%
Gore: June, 2000	14	34	6=54%
Clinton: July, 1996	8	36	4=48%
Clinton: May, 1992	11	38	6=55%

THOSE WHO DID NOT CHOOSE BUSH IN Q.7/7a, ASK:

Q.11 Do you think there is a chance that you might vote for George W. Bush in November, or have you definitely decided not to vote for him?

BASED ON REGISTERED VOTERS [N=1426]:

	<u>Chance might vote for Bush</u>	<u>Decided not to vote for Bush</u>	<u>Don't know/ Refused</u>
June, 2004	9	41	2=52%
May, 2004	9	42	4=55%
Late March, 2004	11	40	3=54%
Mid-March, 2004	11	44	2=57%
Late February, 2004	10	43	3=56%
Early February, 2004	10	41	2=53%
Bush: November, 2000	8	44	7=59%
Bush: Late October, 2000	10	41	4=55%
Bush: Mid-October, 2000	12	40	5=57%
Bush: Early October, 2000	11	39	7=57%
Bush: September, 2000	15	38	6=59%
Bush: June, 2000	15	33	6=54%
Dole: July, 1996	15	40	3=58%
Bush, Sr: May, 1992	8	40	5=53%